Advertiser Incentive Program

ASNT RECOGNIZES SUPPORTERS

Clients who meet or exceed advertising spending levels of $56,500 (the Platinum Advertiser Program) or $25,500 (the Gold Advertiser Program) are eligible for the Advertiser Incentive Program. Special incentives also have been developed for first-time advertisers and advertisers with limited budgets; these incentives are listed below under "Special Offers."

PLATINUM ADVERTISER PROGRAM

Spend $56,500 or more during calendar year 2015 by advertising in ASNT's periodicals and on the ASNT website and receive the following:

- One free ad placement in *Materials Evaluation*, one free ***NDT****Marketplace* display advertisement and one free ***NDT****Marketplace* Quick Fact ad.*
- One free banner ad for one quarter on ASNT's website (location to be approved by ASNT).
- A complimentary logo listing in the *Materials Evaluation* print and online versions of the annual NDT Buyers Guide.
- A negotiated number of copies of *Materials Evaluation* for booth distribution at the spring Research Symposium, Annual Conference and at any one ASNT topical.
- A bold listing in the Advertiser Index in *Materials Evaluation.*
- Up to 40% off your earned rate for insert or outsert advertising.**
- Two complimentary copies of *Materials Evaluation*, ***NDT****Marketplace* and *The NDT Technician* newsletter for 12 months.

* Advertisers must complete advertising frequency commitments to qualify for a free ad of equal size and color.

** Excluding additional postal charges if applicable. Commitment may not be honored until following calendar year.

GOLD ADVERTISER PROGRAM

Spend $25,500 or more during the 2015 calendar year by advertising in ASNT's periodicals and on the ASNT website and receive the following:

- One free display ad placement in either *Materials Evaluation* or ***NDT****Marketplace*.†
- Up to 30% off your earned rate for insert or outsert advertising.††
- Your choice of one of the following advertising opportunities:
  - One free online banner ad on the ASNT website for one month (location to be approved by ASNT).
  - One free three-inch classified advertisement to appear in print in *Materials Evaluation* and online for one month.
  - 50% off one *Materials Evaluation* Service Directory Card (12 month listing).
- A negotiated number of copies of *Materials Evaluation* for booth distribution at the spring Research Symposium or Fall Conference.
- A bold listing in the Advertiser Index in *Materials Evaluation*.

† Advertisers must complete advertising frequency commitments to qualify for a free ad of equal size and color.

†† Excluding additional postal charges if applicable. Commitment may not be honored until following calendar year.

SPECIAL OFFERS‡

- Use the same ad in *Materials Evaluation*, ***NDT****Marketplace* and *The NDT Technician* newsletter and receive a 10% discount off your next *Materials Evaluation* insertion.
- First-time advertisers committing to three consecutive placements of the same size ad receive a 20% discount off the third placement.
- First-time advertisers committing to a full year's placement receive a 25% discount off the 12-time rate.
- First-time advertisers committing to all four issues of *TNT* receive 10% off rate.

‡ Advertisers must complete advertising frequency commitments to qualify for discounts.

"ASNT is a very big name and almost every country is familiar with them."

– 2014 *Materials Evaluation* Readership Survey